



# Intel® Pentium® Processor Extreme Edition

Trademark and Logo Usage Guidelines



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# Introduction

## Overview

The Intel® Pentium® processor Extreme Edition is for PC enthusiasts who seek exceptional performance and computing power for digital audio and video content creation and gaming. Powered by multiple cores within one processor, the Intel Pentium processor Extreme Edition includes Hyper-Threading Technology, providing the capability to process four software threads simultaneously.

## Branding

The key to the success of the Intel Pentium processor Extreme Edition brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Pentium brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

# Strategic Design

## Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo "swirl" and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

## Pentium® Processor Extreme Edition

The processor name reverses to white out of the specific blue of the "Pentium® Extreme." "Pentium Extreme" Blue, Pantone® 279, provides an effective contrast and strong prominence for the white text.



## Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

## "inside" Attribution

"inside" has been added to the lower right corner of the badge to complete the read-through from "Intel" to "Pentium Extreme" to "inside." It appears reversed to white from "Pentium Extreme" Blue to facilitate a smooth read-through.

# Color Palette

The Intel® Pentium® processor Extreme Edition brand color palette expresses the intelligence, precision, and premium nature of the Pentium® brand.

Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match  
CMYK = 100, 40, 0, 0  
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Pentium brand family from other processor brands.

Pantone 279  
CMYK = 78, 30, 0, 0  
RGB = 86, 126, 185

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

# Sizing

To maintain the legibility of the Intel® Pentium® processor Extreme Edition logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)  
wide for print

## Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels  
wide for online

## Online Minimum Size

A 62-pixel wide version is available for use in online applications.

# Backgrounds

Whenever possible, place the Intel® Pentium® processor Extreme Edition logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

# Clear Space

To reinforce communication goals and maintain the strength of the Intel Pentium processor Extreme Edition logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Pentium processor Extreme Edition logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Pentium processor Extreme Edition logo should be even and free from typography, illustration, or other graphic elements whenever possible.

# Incorrect Usage

The following are examples of incorrect expressions of the Intel® Pentium® processor Extreme Edition logo. Do not use these or other treatments that weaken the consistency of the brand identity.

**Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.





# Reproduction Specifications

The Intel® Pentium® processor Extreme Edition logo print files have been created in vector format using Adobe® Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

\* Other names and brands may be claimed as the property of others.

## Artwork Formats

### Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

### Print: Spot Color

Format: EPS

Colors: Intel Blue, PMS 221, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

### Web: RGB

Format: GIF

Colors: R, G, B

Available sizes: 120, 90 pixels heights;  
62 pixels width; 60 pixels height for web  
banner ad only

### Rich Media: RGB

Format: EPS

Colors: R, G, B

Available size: 1" height

### Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 150, 62 pixels widths

# Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

**Intel, the Intel logo, Pentium, and Pentium Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.**

## Proper trademark usage rules include:

- The name Intel® Pentium® processor Extreme Edition should always be used in its complete form and, since this trademark incorporates the noun “processor,” no additional nouns are approved after “Intel Pentium.”  
Additional nouns that can be used following the entire product name are: brand, logo, mark, and name (e.g., Intel® Pentium® processor Extreme Edition logo).
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Pentium® processor Extreme Edition. No trademark symbols (such as ®, ™, or ™) should be used with “Extreme Edition.”
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Pentium® trademark (e.g., Intel® Pentium® processor Extreme Edition). This name should be used when talking about the standalone processor without Hyper-Threading Technology.
- Never hyphenate or abbreviate the Intel® Pentium® processor Extreme Edition brand.
- Never incorporate the Intel® Pentium® processor Extreme Edition brand or any part of the trademark into a third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g., Intel® Pentium® Processor 8xx Extreme Edition).
- The processor number must have the same text treatment as the rest of the brand name.
- For products that do not have assigned processor numbers, speeds should be represented in “dollars and cents” such as 2.20 GHz, 2 GHz, 1.13 GHz. The speed must be listed at the end of the entire brand name (including platform dependent brand extensions) when frequency is mentioned (e.g., Intel® Pentium® Processor Extreme Edition 3.20 GHz).

# Trademark Usage

## Correct usage in copy

When talking about the stand-alone Intel® Pentium® processor: “The Intel® Pentium® processor Extreme Edition is a great choice for a CPU when you want to build a new PC system.”

When talking about the brand: “Use a PC based on the powerful Intel® Pentium® processor Extreme Edition.”

## Examples of Intel® Pentium® Processor Extreme Edition Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® processor Extreme Edition	Intel® Pentium® processor with Extreme Edition
Intel® Pentium® processor Extreme Edition XXX GHz	Extreme Edition Intel® Pentium® processor XXX GHz
Intel® Pentium® processor Extreme Edition	Intel® Pentium® processor EE
Intel® Pentium® processor Extreme Edition	Intel® Pentium® processor Extreme
Intel® Pentium® processor Extreme Edition	Extreme Intel® Pentium®
“XYZ computer” featuring the Intel® Pentium® processor Extreme Edition	XYZ Pentium Extreme computer
Intel® Pentium® processor Extreme Edition XXX GHz <b>with</b> XXX MHz system bus	Intel® Pentium® processor XXX GHz <b>and</b> XXX MHz system bus

# Thank You

Proper and consistent use of the Intel® Pentium® Extreme Edition logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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